

- Develop and coordinate all EERE Congressional activities and external outreach activities
- Gather market information of high relevance to EERE decision-making
- Coordinate corporate-level stakeholder interactions
- Conduct corporate-level customer surveys on EERE performance
- Coordinates the control correspondence process and the EERE websites

3.1.3 Activities

The following list of activities are ways C&O supports EERE:

- Press releases – protocols, writing, reviewing
- Publications protocols and review
- EERE web site
- Clearinghouse management
- Speech writing
- Speech/presentation corporate libraries
- Resource room
- Events Calendar
- Correspondence management
- Reporting requirements – weekly/30-60-90
- Exhibits and schedule
- Stakeholder mailing lists

3.1.4 Accomplishment and Products

The following are several accomplishments and products of C&O:

- Corporate identity established for consistent message and theme, common look and feel, and elimination of duplication. See Figure 3.1 below.



Figure 3.1 Consistent message and theme

For the eleven Program Offices, C&O develops communication plans, develops press releases & media outreach, determines outreach material needs & format, and coordinates events involving Assistant Secretary.

- Exhibit Completed—Tabletop in each RO. See Figure 3.2 below.



Figure 3.2 Completed tabletop exhibits for ROs

- Folder and Fact Sheets Completed.
- Publication and Web Guidelines Published.
- Website redesigned. See Figure 3.3 below.



Figure 3.3 Redesigned Website

- Energysavers website and material. See Figure 3.4 and 3.5 below.

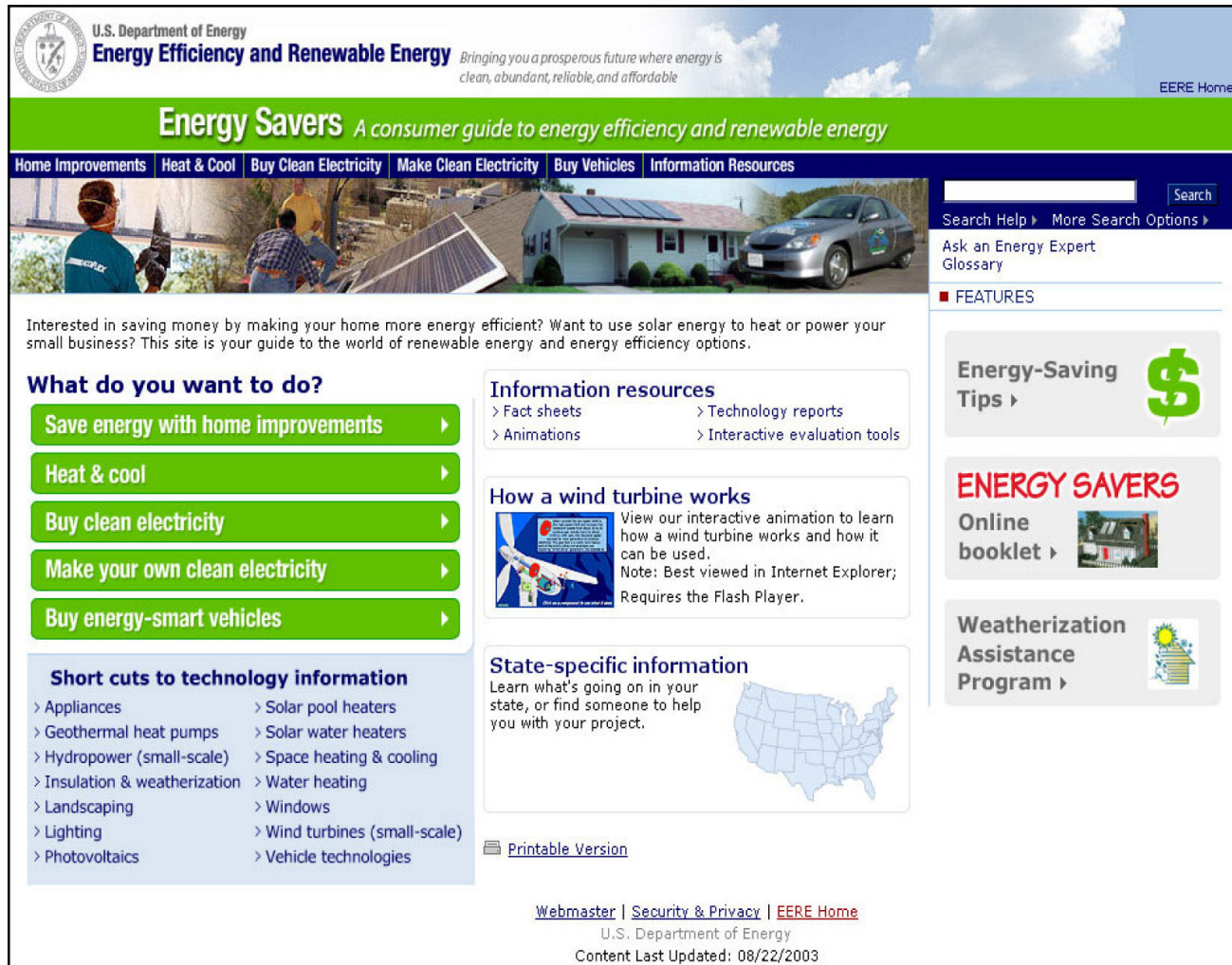


Figure 3.4 Energysavers Website

U.S. Department of Energy
Energy Efficiency and Renewable Energy *Bringing you a prosperous future where energy is clean, abundant, reliable, and affordable*

Energy Savers *A consumer guide to energy efficiency and renewable energy*

Home Improvements | Heat & Cool | Buy Clean Electricity | Make Clean Electricity | Buy Vehicles | Information Resources | Home

Energy-Saving Tips

Present Situation
Economic Impacts
Natural Gas & You
What You Can Do

Help Reduce Your Energy Bill

Natural gas has become a desirable fuel-of-choice for many consumers, businesses, and organizations. And you should be aware that natural gas, because it is a clean-burning fuel, is also popular for generating electricity. So saving electricity also conserves natural gas supplies. Fortunately, there are many well-tested solutions for decreasing use of energy, such as natural gas or electricity, and saving money too. This Web site will help you better understand the immediate energy situation and identify appropriate solutions.

Renter
 No-cost and lo-cost solutions for saving money and energy

Homeowner
 A tool box of proven, energy saving answers

Business Owner/Operator
 Hands-on solutions to improve your profits and productivity

Commercial/Institutional Operators
 Smart energy choices that lower operating costs and improve comfort

Industrial Energy Users
 Energy management practices and technologies for immediate savings

NEWS
 Abraham Promotes Smart Energy Use In Tour of National Renewable Energy Lab
 July 1, 2003
[More News](#)

FEATURE
ENERGY SAVERS
 Online Booklet

[Printable Version](#)

Figure 3.5 Energysavers Website

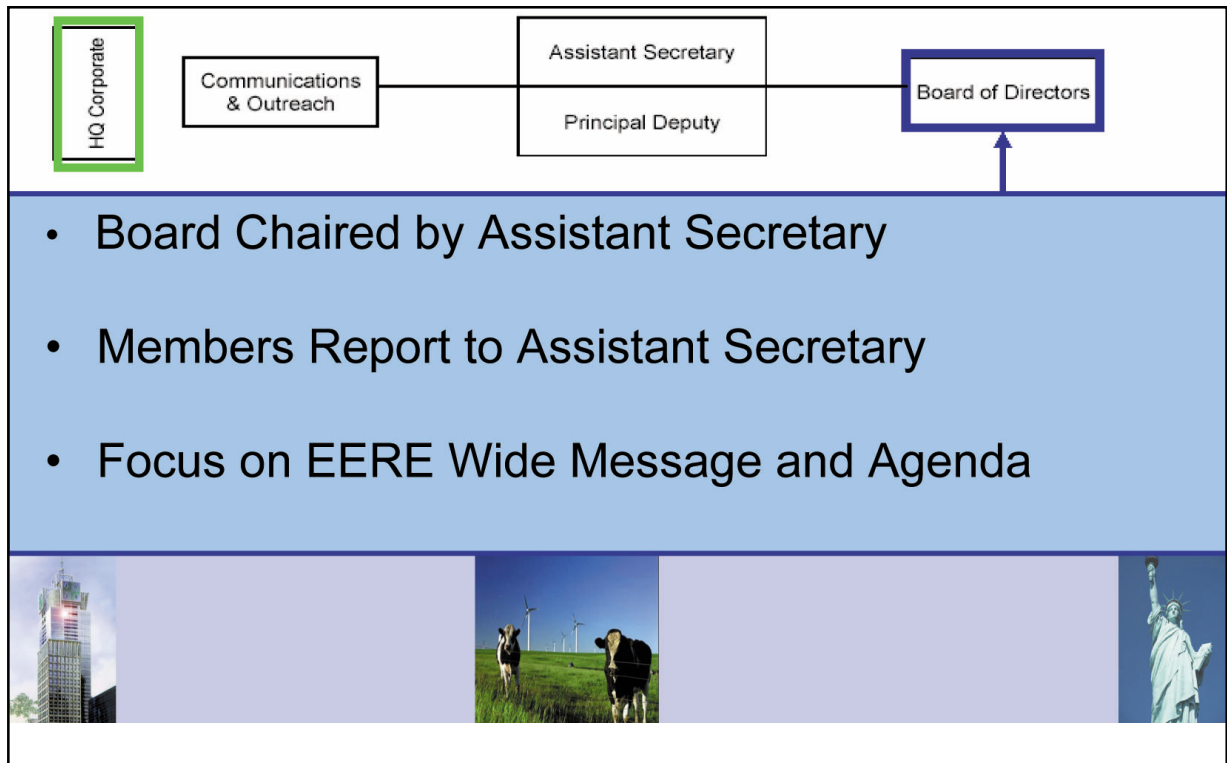
3.1.5 Future and Ongoing Efforts

C&O is working on improving the following outreach and media areas:

- Consolidation of the Clearinghouses
- Redesign of the 15,000 webpages
- 2004 Corporate Calendar
- Establish a Corporate newsletter
- Consumer Portal on Website

3.2 EERE Board of Directors

The Board of Directors is chaired by the Assistant Secretary and focuses on EERE-wide message and agenda. There are five members in the Board of Directors, each with a specific focus in the following areas: International Affairs, Technical and Analytical Integrity, University/Education, Transportation Technologies; and Building Technologies.



3.2.1 Functions of the Board

The Board of Directors plays a key role in providing advice and counsel to the Assistant Secretary on corporate policy, strategy, budget and management issues. It represents the agency with internal and external stakeholders to ensure linkages with corporate policies and priorities. It also integrates strategies into corporate planning that assure responsive action. Another important function is to develop new and enhance existing stakeholder partnerships. Finally, it provides senior technical/peer review to programs and advises on all technical and analytical issues.

